

Communication in Business Course Descriptor

Course Title	Communication in Business	Faculty	EDGE Innovation Unit (London)
Course code	NCHNAP787	Course Leader	Professor Scott Wildman (interim)
Credit points	15	Teaching Period	This course will typically be delivered over a 6-week period.
FHEQ level	7	Date approved	March 2021
Compulsory/Optional	Compulsory		
Prerequisites	None		

Course Summary

This course explores a range of communication methods used in business and the digital sector, including technology roadmaps, business reports, digital solution documentation and management-level presentations. Learners will explore how to use design principles to communicate complex concepts and present in a manner appropriate to diverse audiences and stakeholders. Communication strategies are based on principles from art, design, psychology and information technology.

Course Aims

- Train learners to present digital, technology or data solutions in a professional, well-structured manner, suitable for a range of stakeholders.
- Train learners to design and develop technology roadmaps to communicate data lifecycles and emerging trends.
- Train learners to balance technical detail with visual design that simulates viewer attention and engagement.

Learning Outcomes

On successful completion of the course, learners will be able to:

Knowledge and Understanding

- K1d Comprehensively understand the design principles and techniques used to develop professional visual, oral and written media for business.
- K2d Systematically understand how to design communication media for accessibility and diversity of user needs.
- K3d Conceptually understand how to design and develop technology roadmaps to communicate data lifecycles and identify emerging trends.

Subject Specific Skills

- S1d Critically evaluate different design approaches and communication techniques used in business.
- S4d Develop professionally presented, well-structured material for business.

Transferable and Professional Skills

- T1d Act autonomously in planning and implementing tasks at a professional level.
- T2di Develop professional and compelling presentations suitable for diverse audiences and stakeholders.
- T2dii Consistently display an excellent level of technical proficiency in written English and command of scholarly terminology, so as to be able to deal with complex issues in a sophisticated and systematic way.
- T3d Use originality and independent-learning in solving problems.

Teaching and Learning

This is an e-learning course, taught throughout the year.

This course can be offered as a standalone short course.

Teaching and learning strategies for this course will include:

- Online learning
- Online discussion groups

- Online assessment

Course information and supplementary materials will be available on the University's Virtual Learning Environment (VLE).

Learners are required to attend and participate in all the formal and timetabled sessions for this course. Learners are also expected to manage their self-directed learning and independent study in support of the course.

The course learning and teaching hours will be structured as follows:

- Off-the-job learning and teaching (6 days x 7 hours) = 42 hours
- On-the-job learning (12 days x 7 hours) = 84 hours (e.g. 2 days per week for 6 weeks)
- Private study (4 hours per week) = 24 hours

Total = 150 hours

Workplace assignments (see below) will be completed as part of on-the-job learning.

Assessment

Formative

Learners will be formatively assessed during the course by means of set assignments. These will not count towards the final degree but will provide learners with developmental feedback.

Summative

AE	Assessment Type	Weighting	Online submission	Duration	Length
1	Written assignment (evaluative essay)	50%	Yes	Requiring on average 15 – 25 hours to complete	2,000 words +/- 10% Excluding references and data tables
2	Oral Presentation (workplace case)	50%	Yes	20 mins +/- 5 mins followed by 10 mins questions	2,000 words +/- 10% Excluding references and data tables

Feedback

Learners will receive formal feedback in a variety of ways: written (via email or VLE correspondence) and indirectly through online discussion groups. Regular tri-partite reviews between the learner (apprentice), their apprenticeship advisor (provider) and workplace line manager (employer) formally monitor and evaluate the learner's progress.

Indicative Reading

Note: Comprehensive and current reading lists for courses are produced annually in the Course Syllabus or other documentation provided to learners; the indicative reading list provided below is used as part of the approval/modification process only.

Books

O'Hair, D. and Dixon, L. D. (2002). *Strategic Communication in Business and the Professions.*, Boston : Houghton Mifflin

Weiss, M. (2015). *Presentation Skills : Educate, Inspire and Engage Your Audience*, New York : Business Expert Press

Pham, T., Pham, D. and Pham, A. (2016). *From Business Strategy to Information Technology Roadmap*, Productivity Press

Journals

Learners are encouraged to read material from relevant journals on communication in business as directed by their Course Leader.

Electronic Resources

Learners are encouraged to consult relevant websites on communication in business.

Indicative Topics

Learners will study the following topics:

- Communication strategies
- Design principles
- Technology road maps

Title: NCHNAP787 Communication in Business Course Descriptor					
Approved by: Academic Board					
Location: Academic Handbook/Programme specifications and Handbooks/ Postgraduate Apprenticeship Programmes/MSc Artificial Intelligence and Data Science Programme Specification/Course Descriptors					
Version number	Date approved	Date published	Owner	Proposed next review date	Modification (As per AQF4) & category number
3.0	October 2022	January 2023	Scott Wildman	March 2026	Category 1: Corrections/clarifications to documents which do not change approved content. Category 3: Changes to Learning Outcomes
2.1	May 2022	May 2022	Scott Wildman	March 2026	Category 1: Corrections/clarifications to documents which do not change approved content.
2.0	January 2022	April 2022	Scott Wildman	March 2026	Category 3: Changes to Learning Outcomes
1.0	March 2021	March 2021	Scott Wildman	March 2026	